



“WHAT DID YOU LEARN FROM TRYING TO FIX A BROKEN TAPE DISPENSER?” **BLOG POST**

DEADLINE (1st draft): Monday, October 23 @ 8:30 a.m.

Communication of your ideas is a key part of successful design, and you will be using blog posts to publish your work beyond our classroom walls. At the end of the year, your blog posts will also serve as a portfolio of your design work.

In this first blog post **you are writing to students, teachers, and parents in the FIS community** who do not know what the Design for Change Studio is all about. People are curious, and your posts will be shared with the wider FIS community (once you’ve had a chance to revise them based on specific feedback from each other and me). **Keep your specific audience in mind** when creating your post.

Your first post should answer this question:

“What did you learn from trying to fix a broken tape dispenser?”

Now, in a blog post you need to focus on one or two aspects of your learning to be really successful. You could never write about all these topics, but you might pick one (no more than two) to write about:

- designing with empathy
- meeting client needs
- the hard realities of taking an idea from paper to a working 3d solution
- showing and explaining the various stages of the design cycle (empathize, define, ideate, prototype, test)
- collaborating within a group; working within a team
- learning from failure (the mistakes can be VERY useful topics for a blog post)
- What else? Feel free to focus your post on a different aspect of your learning

Specific details/tips:

- While there is no word limit, typical blog posts are 300-600 words. Try to be as concise as possible.
- Your post should demonstrate an attempt at creating VOICE (personal style). Take some risks and make clear choices to add personality to the writing.
- Consider the VISUAL language you use. Make an effort to enliven your post not just with your words, but with the images you include. Have a bias toward images you

create yourself. **Including images from your sketchbooks** (consider your Design Exploration work) would be a great way to add interest.

- **MAKE EXPLICIT CONNECTIONS** between your work on the tape dispensers and other aspects of the course. You are encouraged to draw from your sketchnoting assignment, introductory “gift giving” exercise, or reflection rubrics.
- As always, be sure to work in design vocabulary, using [the Design Thinking mindsets handout](#) or [the following terms on Quizlet](#).
- Consider shooting a quick video to illustrate your points. Shooting a quick video is great way to add style, interest, and key information. (Note: If you have already shot some quick video during the design process, please add it to the common Google Drive folder...see below)

TAPE DISPENSER IMAGES AND VIDEOS: Please ADD your photos and videos to this common Google Drive folder so everyone can share the documentation you made.

SCORING CRITERIA:

___ / 7 **COMMUNICATION:** How polished and effective is your language? How well have you considered your audience? Spelling matters. Grammar matters. Formatting matters. Personality matters.

___ / 7 **CONTENT:** How specifically, honestly, and memorably have you answered the central question: “What did you learn from trying to fix a broken tape dispenser?” How specific and relevant are the examples you include?

___ / 7 **VISUAL LANGUAGE:** How do you use images and video to make a memorable impact? How effective and professional is the overall layout of your blog post?

___ / 7 **STUDENT CHOICE:** You will choose one other aspect of your work you would like to be assessed on. Be thinking about this self-selected criteria as you work.
